

# **3** STEPS TO FIND A **PROFITABLE** **NICHE**



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# The Ugly Truth

What if I told you that **for every 10 people** who builds an AMZ Affiliate Site, **only 7** of them make money from their site?

What if I told you that from those 7, around 1-2 of them make REALLY big money (5-6 figures) and the others make at least some money?

I know what you'd think.

**What happens to the other 3 who didn't make any money? Why didn't they?**

Well, the no.2 reason for failure for an Amazon Site (no.1 being **not taking action**) is this one:

## Bad. Niche. Research.

But you are taking action, so you're ahead, and on this cheatsheet i'll give you the exact 3 steps you'll need to do to find a profitable niche.

Yes, just 3 dead easy steps.

See **how high are your chances** of actually making money with your amazon niche site now?

So enough talking, let's dive into the 3 steps you need to do to find a profitable niche.

Also, here's a free bonus 10 point checklist of a profitable, low competition niche so you can run through it every time you research a niche to make sure your potential niche meets all the requirements to be a success!



# 10 Point Checklist of a Profitable & Low Competition Niche

1. Products in Amazon in the \$50 to \$200 price range for the Niche
2. Products have 30+ reviews and at least 3.5 stars rating in Amazon
3. There are several related products in the Niche
4. The products aren't too technical
5. Keyword gets 500+ monthly local searches at least
6. There are multiple related keywords
7. There are a some low DA (<25 DA) results in first page
8. There are 2-3 affiliate sites in first page
9. First page results aren't dominated by affiliate sites (more than 5)
10. You have some interest in the niche.

You can refer back to this checklist every time you are researching a niche using the steps I'll teach you below.

If you go through the checklist and you say "yes" on every item, you've found a winner!

With this, let's move on to the action.

# 3 Steps to Find a Profitable Niche

## Before we start: The Mental Frame

- There are still plenty of low competition niches with good earnings potential
- There are NO zero competition niches
- Many niches have great potential

## Step 1: Get Ideas of Niches and Products

- Where to get ideas
  - <https://www.amazon.com/gp/site-directory>
  - <https://www.amazon.com/bestsellers>
- Products consideration
  - \$50 to \$200 price range
  - Multiple products with 50 or more reviews
  - Higher than 3.5 stars average rating
  - Additional related products

## Step 2: Validate the Niche

- Keyword Metrics
  - 500+ searches per month
  - Multiple keywords
  - Multiple sites on first page with low DA (<25)
  - 2-3 Affiliate sites on first page
- Tools to use
  - Moz Bar
  - SEMrush (we can add a nice affiliate link here maybe?)
  - Google Keyword Planner
- Niche Metrics
  - Multiple good Keywords
  - You have some interest on it
  - Not going to be crushed by big tech blogs
  - Products not too technical

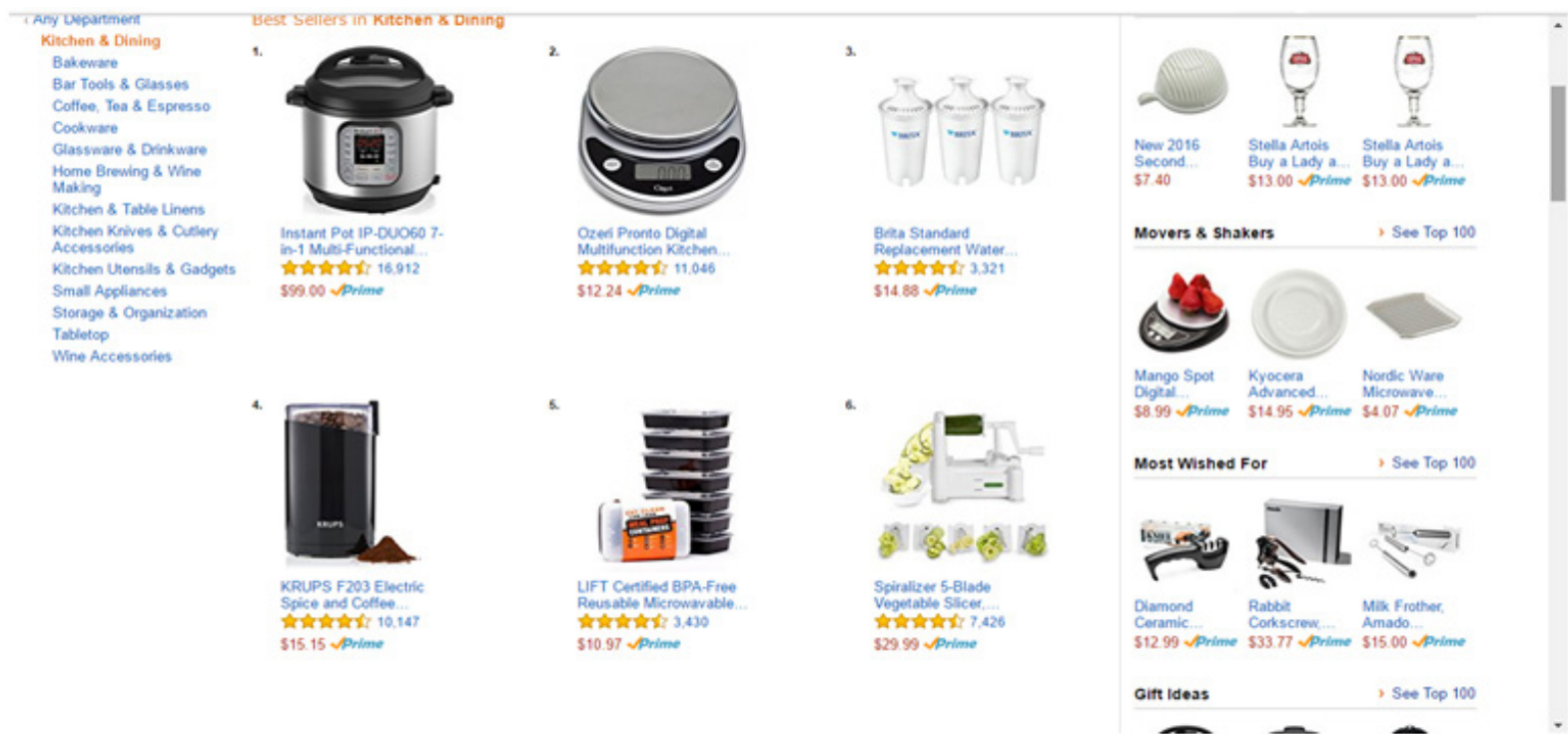
## Step 3: Rinse and Repeat

Go through steps 1 and 2 as many times as you need to do until you find a niche that matches all 10 points of the **Profitable Niche Checklist**.

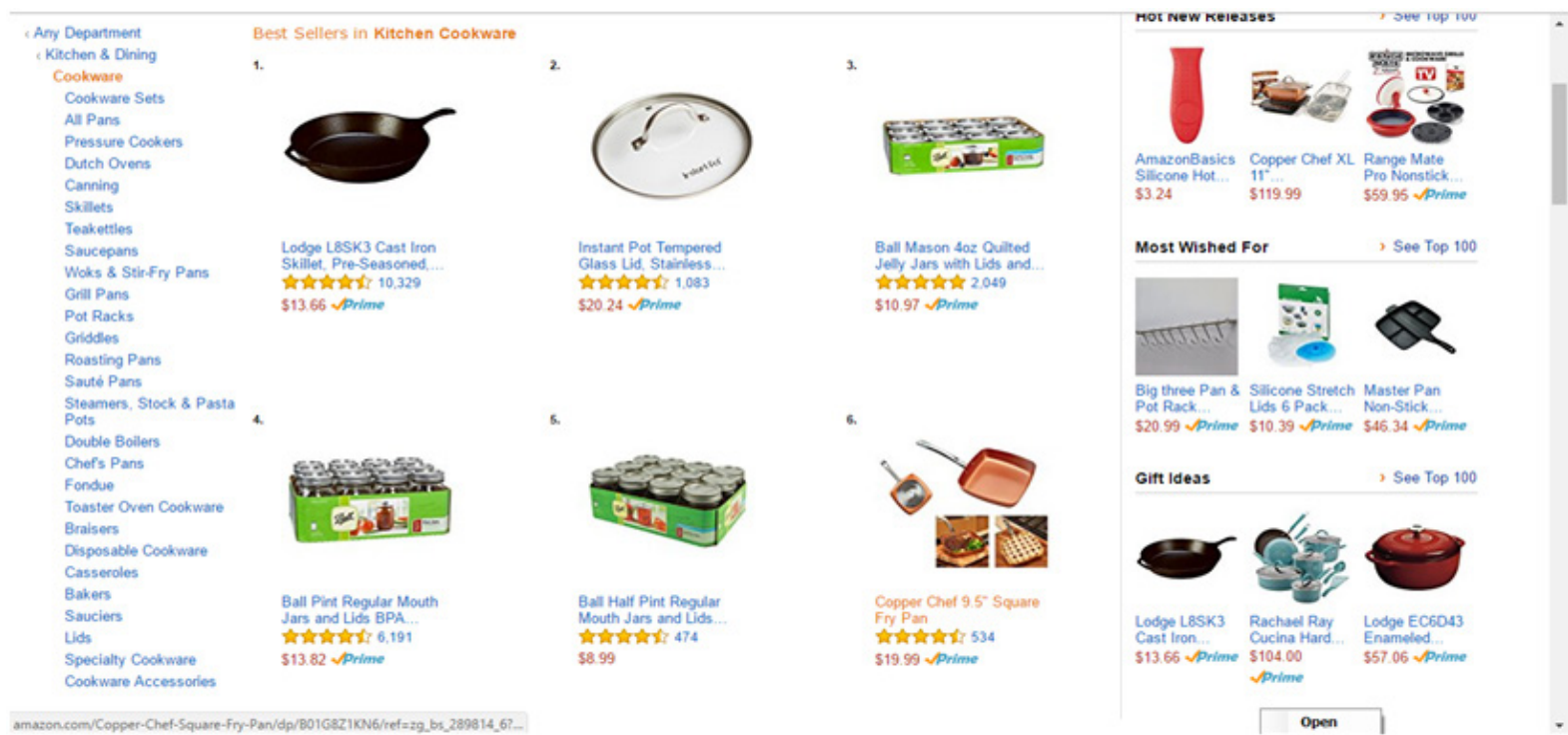
# Step 1: Get Ideas

To get ideas of different niches, you can go to <https://www.amazon.com/bestsellers> and start browsing different categories (start with the ones you personally find the most interesting, and my advice is that you avoid Computers: it's extremely saturated)

Here are a few examples:

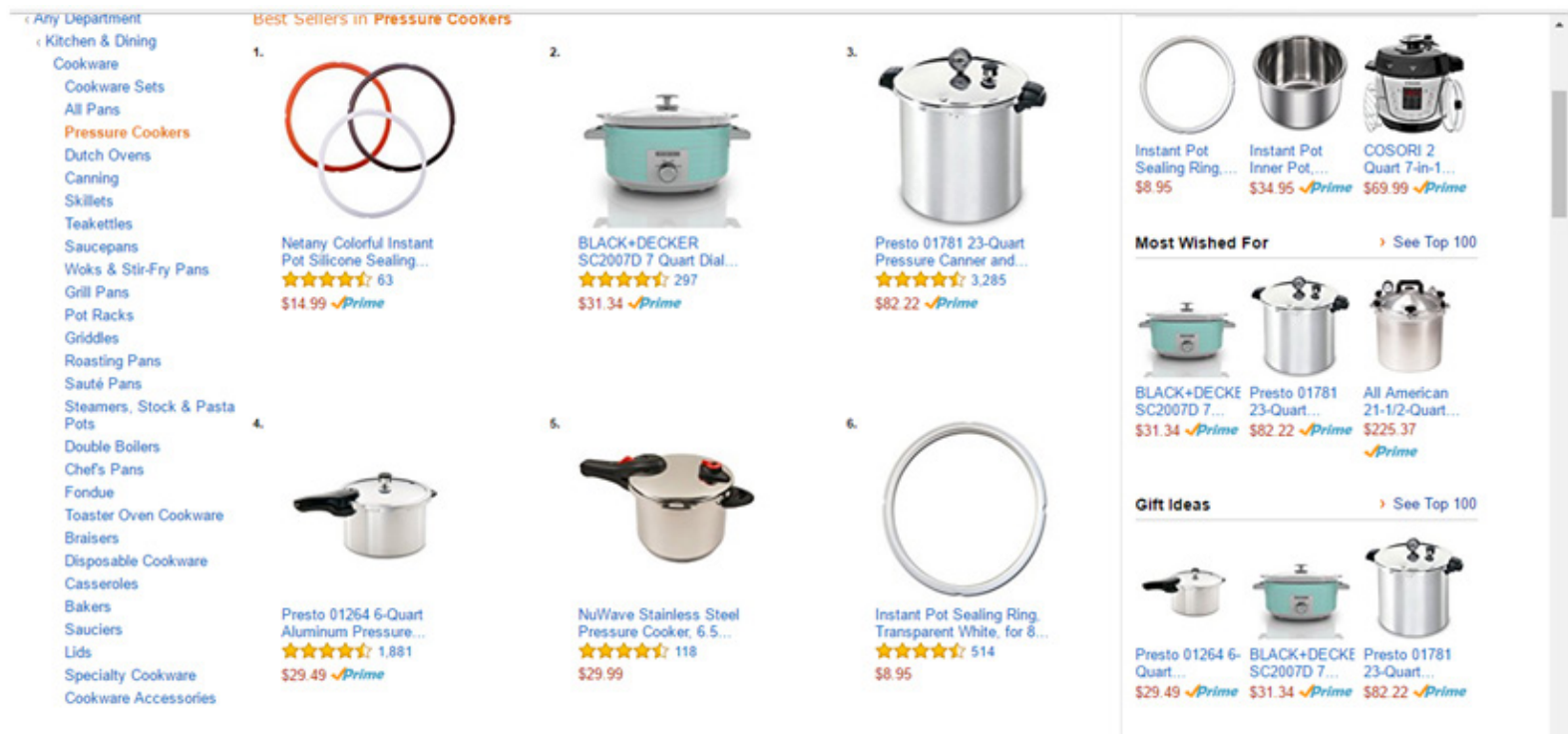


For instance in Kitchen and Design we see that there is a pressure cooker, a kitchen scale, water filters, coffee grinder, microwave prep containers... and then on the sidebar left we see categories we can expand. Let's pick cookware and see what we find:





So we see there's a cast iron pan, a lot of jelly jars and regular mouth jars (which indicate that those sell very well) lids for pots... and then again on the left sidebar we could dig a bit deeper if we want. For the last example in this section, we'll pick "Pressure Cookers"



As we see, there are a few different pressure cookers ranging from low \$30 to \$80 and accesories (sealing rings) as well.

Remember that you can do the same thing we did here using <https://www.amazon.com/gp/site-directory> which shows the whole Amazon catalog.

The advantage of doing this is that whilst everybody checks the Top Sellers list, not too many people take the time to browse around the rest of the products.

It is an endless mine of opportunities so take your time to shop around.

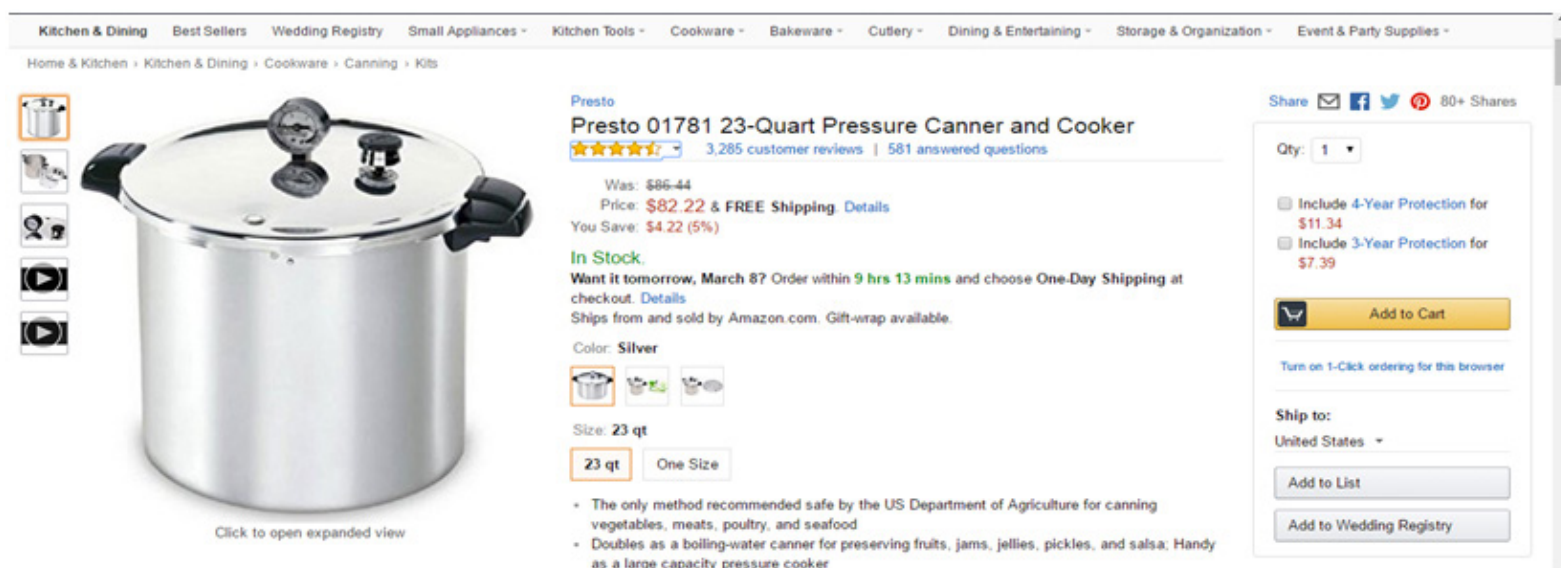
Now that we have already a few ideas, let's review the product consideration check-list.

# Products Consideration Checklist

1. Are there products in the \$50 to \$200 price range?

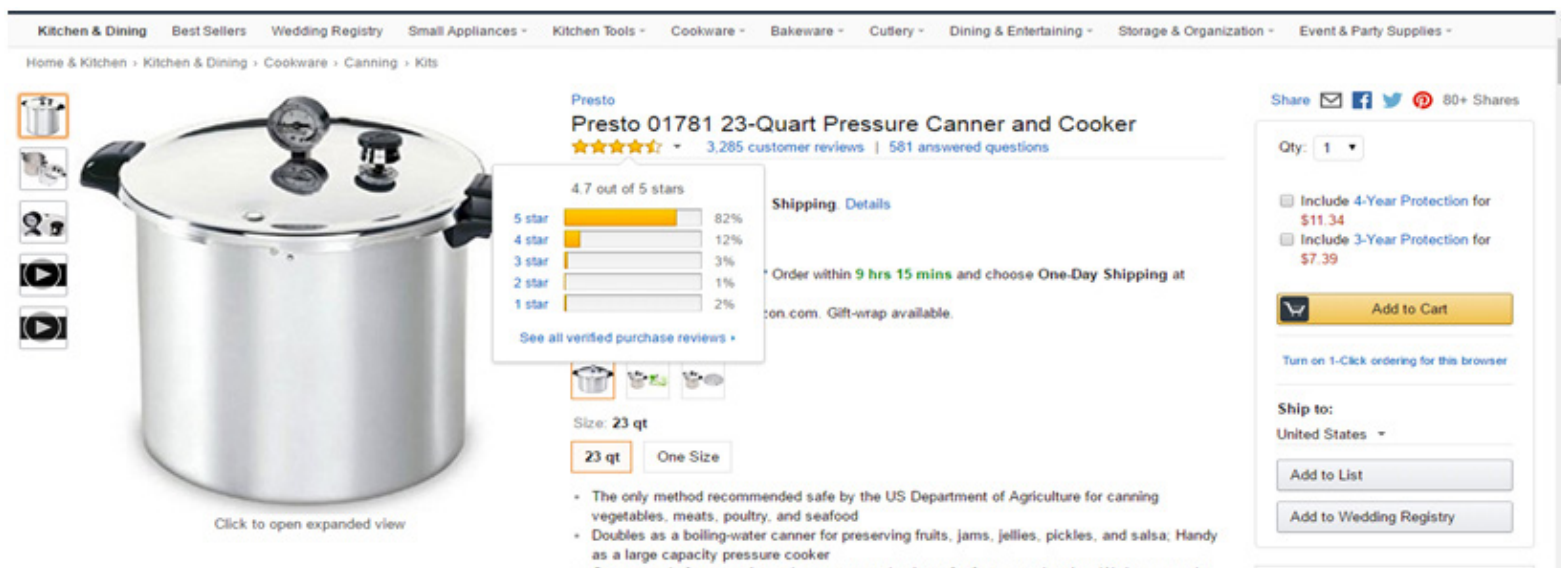
Not many, but there were a few (Pressure cookers)

2. Do they have 50 or more reviews?  
Let's see..



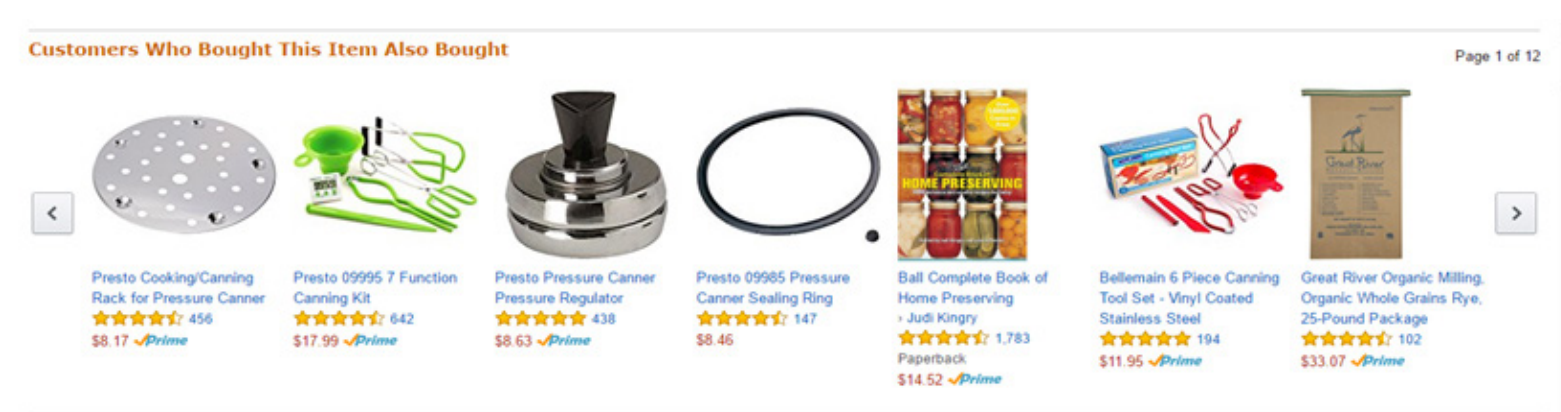
Yes, this Pressure cooker has over 3,000 reviews!

3. Has it got 3.5 stars average rating?  
 Let's hover over the stars...



Great! 4.7 stars.

4. Has it got related products?  
 Lets scroll down and check it:



Perfect! Plenty of other very closely related products that we can promote and talk about.

So with this, we would successfully have completed step 1.

Let's go into Step 2 and analyze if this is a niche we want to step into, or stay away from.

# Step 2: Validate the Niche

## 1. Keyword Metrics

We want to make sure that our selected main keyword matches some criteria. In this case, we're going to analyze "Pressure Cooker". Let's remember our criteria of a winning keyword

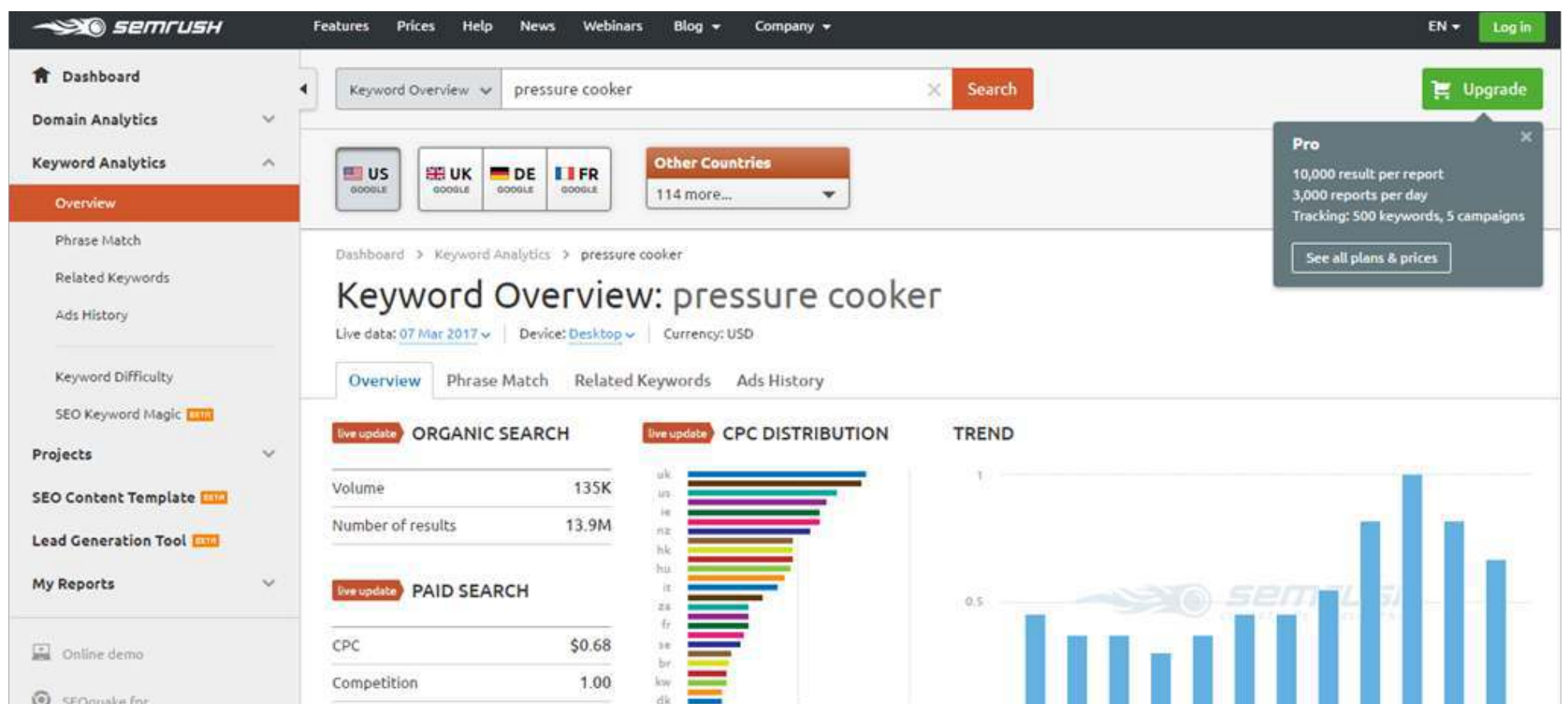
- 500+ searches per month
- Multiple keywords
- Multiple sites on first page with low DA (<25)
- 2-3 Affiliate sites on first page

And the tools we're going to use to find this information are:

- Tools to use
  - [Moz Bar](#)
  - SEMrush (we can add a nice affiliate link here maybe?)
  - Google Keyword Planner (Volume Range)

Since Google Keyword Planner is now only giving volume ranges (100-1k for instance) and we want something more accurate, with a free account on SEMrush we can do a few searches per day and get that info.

So let's go into SEMrush.com and search for "Pressure Cooker"





Ok there's definitely demand for pressure cookers!

**With 135,000 searches per month**, we can say pressure cookers is a hot topic.

Let's have a look at the "Related Keywords" tab and see what comes up

<input type="checkbox"/>	Keyword	Related % ↕	Volume ↕	KD ↕	CPC (USD) ↕	Com. ↕	Results ↕	Trend
<input type="checkbox"/>	<a href="#">pot</a>	5.00	90,500	89.62	0.48	0.03	612,000,000	
<input type="checkbox"/>	<a href="#">pressure cooker recipes</a>	15.00	74,000	80.10	0.70	0.46	1,460,000	
<input type="checkbox"/>	<a href="#">instant pot</a>	5.00	40,500	91.63	0.30	0.95	47,400,000	
<input type="checkbox"/>	<a href="#">power pressure cooker</a>	10.00	27,100	85.00	0.37	1.00	963,000	
<input type="checkbox"/>	<a href="#">electric pressure cooker</a>	20.00	22,200	84.24	0.84	1.00	807,000	
<input type="checkbox"/>	<a href="#">pressure cooker xl</a>	5.00	18,100	84.01	0.40	1.00	510,000	
<input type="checkbox"/>	<a href="#">electric pressure cooker recipes</a>	10.00	12,100	80.13	0.52	0.78	756,000	
<input type="checkbox"/>	<a href="#">best pressure cooker</a>	10.00	9,900	76.64	0.55	1.00	1,270,000	
<input type="checkbox"/>	<a href="#">pressure cookers</a>	70.00	8,100	84.68	0.92	1.00	6,360,000	
<input type="checkbox"/>	<a href="#">power pressure cooker recipes</a>	10.00	8,100	77.34	0.47	0.96	821,000	

We've ordered the results by "Volume" to avoid seeing misspellings of the key-word. Let's have a closer look at the keywords:

- Pressure cooker recipes. 74.000 searches
- Electric pressure cooker 22,000 searches
- **Best pressure cooker 9,900 searches**

This is great news.

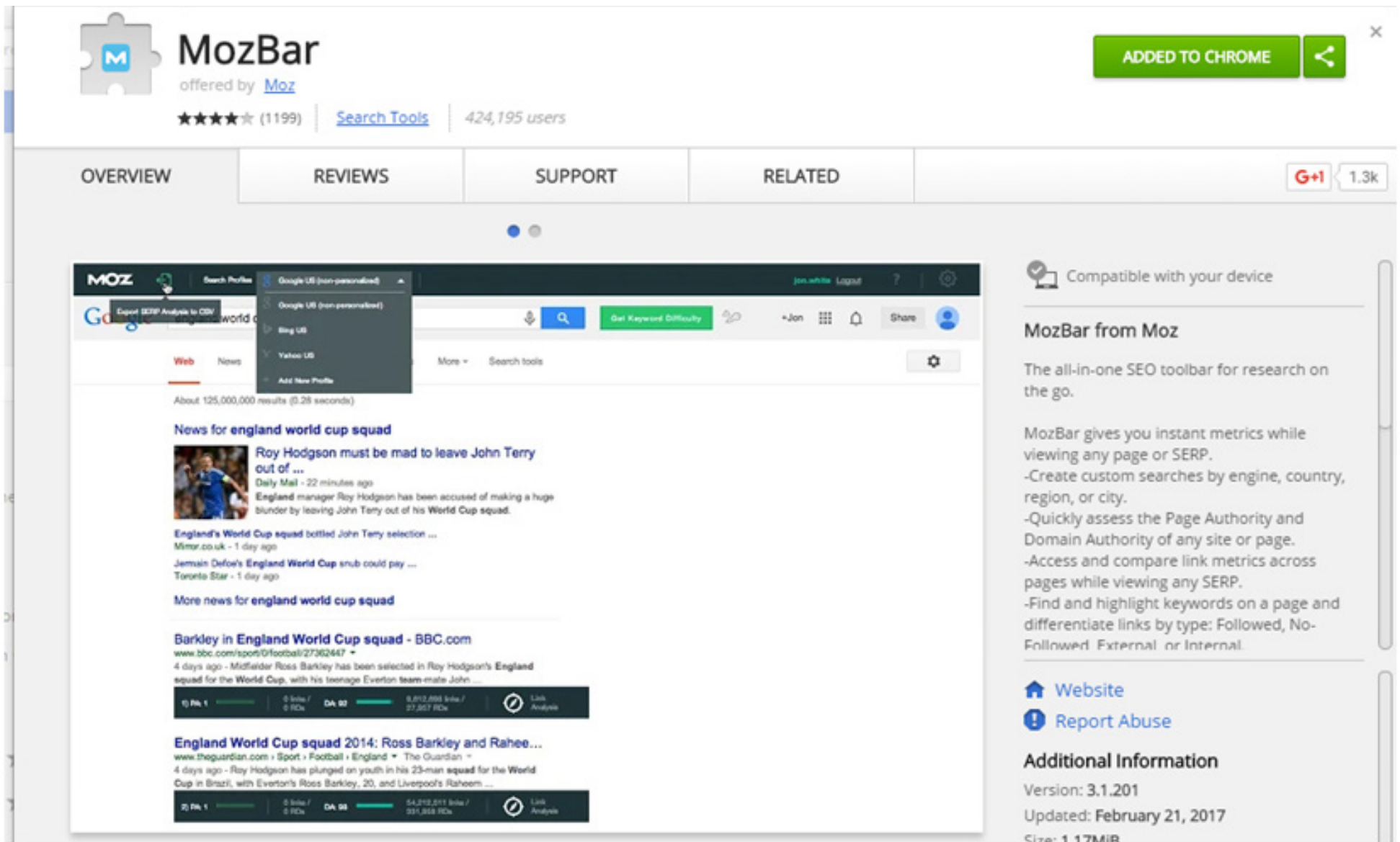
"Best xyz" terms are fantastic because it usually means that the person that's searching in Google has a buying intent.

They are credit card in hand, saying "Google, tell me which pressure cooker should I buy. I want the best one there is!"

So we're going to have a look at the results for "Best Pressure Cooker" as the search volume is not only good (over 500) but actually awesome (almost 10k!) and there are multiple related products as we've already seen.

Now we need to find low DA sites (less than DA25) and at a couple of affiliate sites ranking in google’s first page for the term “Best Pressure Cooker”.

But before we do that, we want to [download MOZ bar to check DA](#)



Simply click on the green button, it'll add to your Chrome browser. The bar will ask you to create a free account in order to pull data for you.

Now we’re going to go to Google.com and search for “Best pressure cooker”

### Best Pressure Cooker - Reviews & Top Picks 2017

[www.pressurecookerportal.com/](#) ▼  
6 days ago - Looking for the **Best Pressure Cooker** in 2017? Check out the latest reviews, ratings, and guides. Learn about top brands like Instant Pot and ...  
[Pressure Canner](#) · [Slow Cooker](#) · [Best Rice Cooker](#) · [Food Steamer](#)

1) PA: 47

347 links

DA: 36

Link Analysis

### The Best Pressure Cooker | The Sweethome

[thesweethome.com/reviews/best-pressure-cooker/](#) ▼  
Aug 9, 2016 - The stovetop **pressure cookers** we tested this year include: Fagor Duo 8-Quart, Fissler Vitaquick 8.5-Quart **Pressure Cooker**, Presto 8-Quart Stainless Steel **Pressure Cooker**, Kuhn Rikon Duromatic Top Model 7-Quart, T-Fal Clipso, and Tramontina 80130/501 6.3-Quart.

2) PA: 27

1 links

DA: 55

Link Analysis

### The Best Pressure Cookers and Multi-Cookers | Serious Eats

[www.seriouseats.com/2016/08/equipment-the-best-pressure-cookers-review.html](#) ▼  
Breville BPR700BSS The Fast Slow Pro, 6 Quart, Silver. Instant Pot IP-DUO60 7-in-1 Multi-Functional **Pressure Cooker**, 6Qt/1000W. Kuhn Rikon Duromatic Top Model Energy Efficient **Pressure Cooker**. Fagor Duo 8-Quart Stainless-Steel **Pressure Cooker** with Steamer Basket. Presto 01370 8-Quart Stainless Steel **Pressure Cooker**.

3) PA: 46

23 links

DA: 80

Link Analysis

### Pressure Cooker Reviews - Best Pressure Cookers

[www.goodhousekeeping.com/appliances/pressure-cooker-reviews/](#) ▼  
Check out the latest **pressure cooker** reviews from Good Housekeeping. ... evaluated electric and rangetop **pressure cookers** to find the **best**-performing models.

4) PA: 40

1 links

DA: 81

Link Analysis

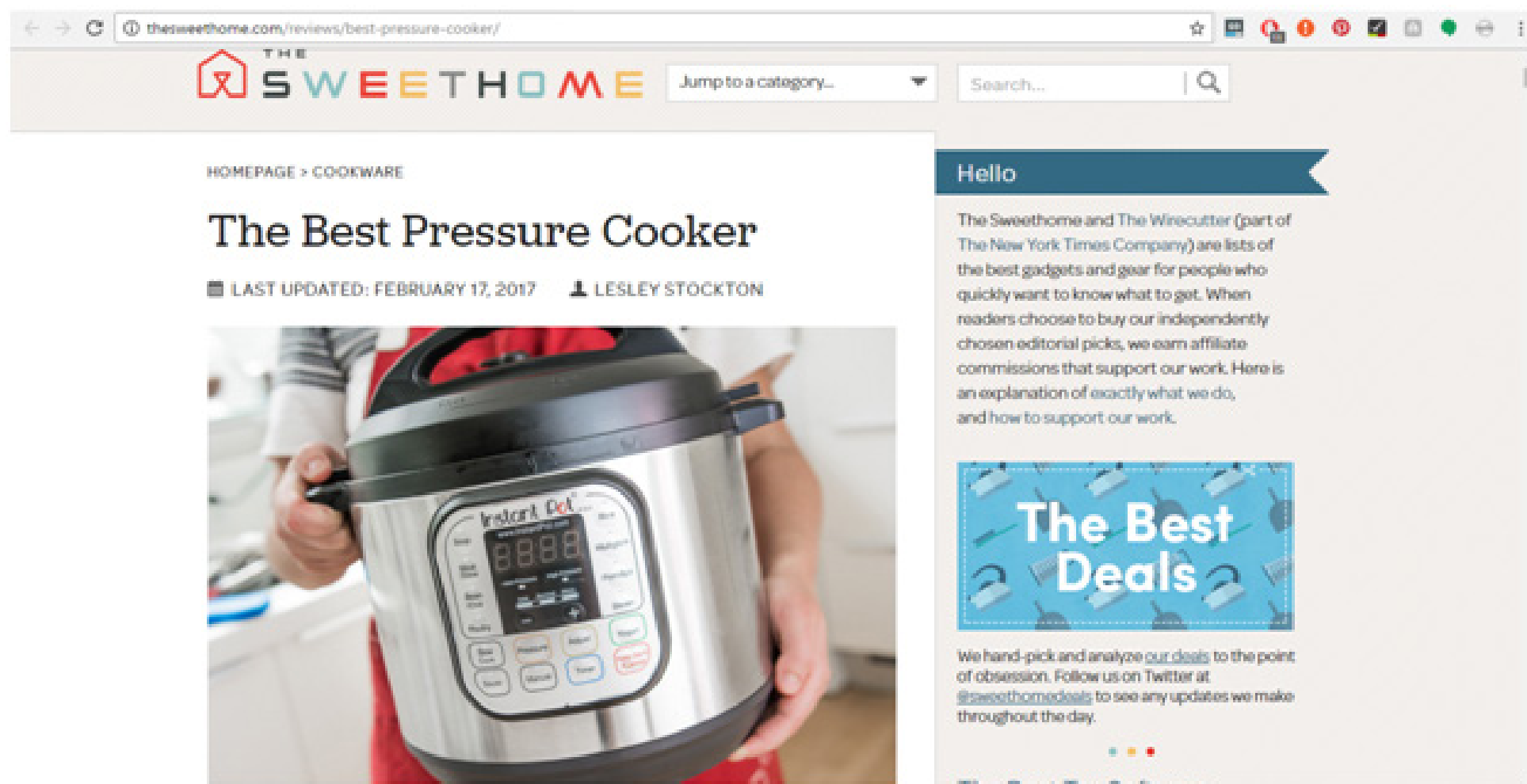


<p><b>The best pressure cooker - Engadget</b>  <a href="https://www.engadget.com/2016/10/10/the-best-pressure-cooker/">https://www.engadget.com/2016/10/10/the-best-pressure-cooker/</a>            Oct 10, 2016 - By Lesley Stockton This post was done in partnership with The Sweethome, a buyer's guide to the best things for your home. Read the full ...</p>	<p>5) PA: 47 14 links DA: 92</p>	<p>Link Analysis</p>
<p><b>Best pressure cookers - on test   BBC Good Food</b>  <a href="https://www.bbcgoodfood.com/content/test-pressure-cookers">https://www.bbcgoodfood.com/content/test-pressure-cookers</a>            Read our review of the top pressure cookers on the market, plus we have cookery advice and recipe ideas for this speedy, economical piece of kit.</p>	<p>6) PA: 1 0 links DA: 69</p>	<p>Link Analysis</p>
<p><b>15 Best Pressure Cooker Recipes of 2016   Pressure Cook Recipes</b>  <a href="http://www.pressurecookrecipes.com/pressure-cooker-recipes-2016/">www.pressurecookrecipes.com/pressure-cooker-recipes-2016/</a>            Our 15 Best Pressure Cooker Recipes &amp; Instant Pot Recipes of 2016! Handpicked based on feedback &amp; reviews from Electric Pressure Cooker users &amp; readers.</p>	<p>7) PA: 1 0 links DA: 31</p>	<p>Link Analysis</p>
<p><b>Top 9 Best Pressure Cooker Reviews &amp; Tips of 2017</b>  <a href="http://pressuringcookers.com/">pressuringcookers.com/</a>            Feb 2, 2016 - Reviews that concerns those who take informed decision by being Smart and Savvy. Click here for More..</p>	<p>8) PA: 21 3 links DA: 9</p>	<p>Link Analysis</p>
<p><b>Stovetop or Electric Pressure Cooker? - Consumer Reports</b>  <a href="http://www.consumerreports.org/kitchen-appliances/electric-vs-stovetop-pressure-cooker/">www.consumerreports.org/kitchen-appliances/electric-vs-stovetop-pressure-cooker/</a>            Jul 11, 2016 - A pressure cooker can save time in the kitchen and keep you out of a hot kitchen, too. Consumer Reports tested ... The best part? Just toss your ...</p>	<p>9) PA: 45 5 links DA: 88</p>	<p>Link Analysis</p>

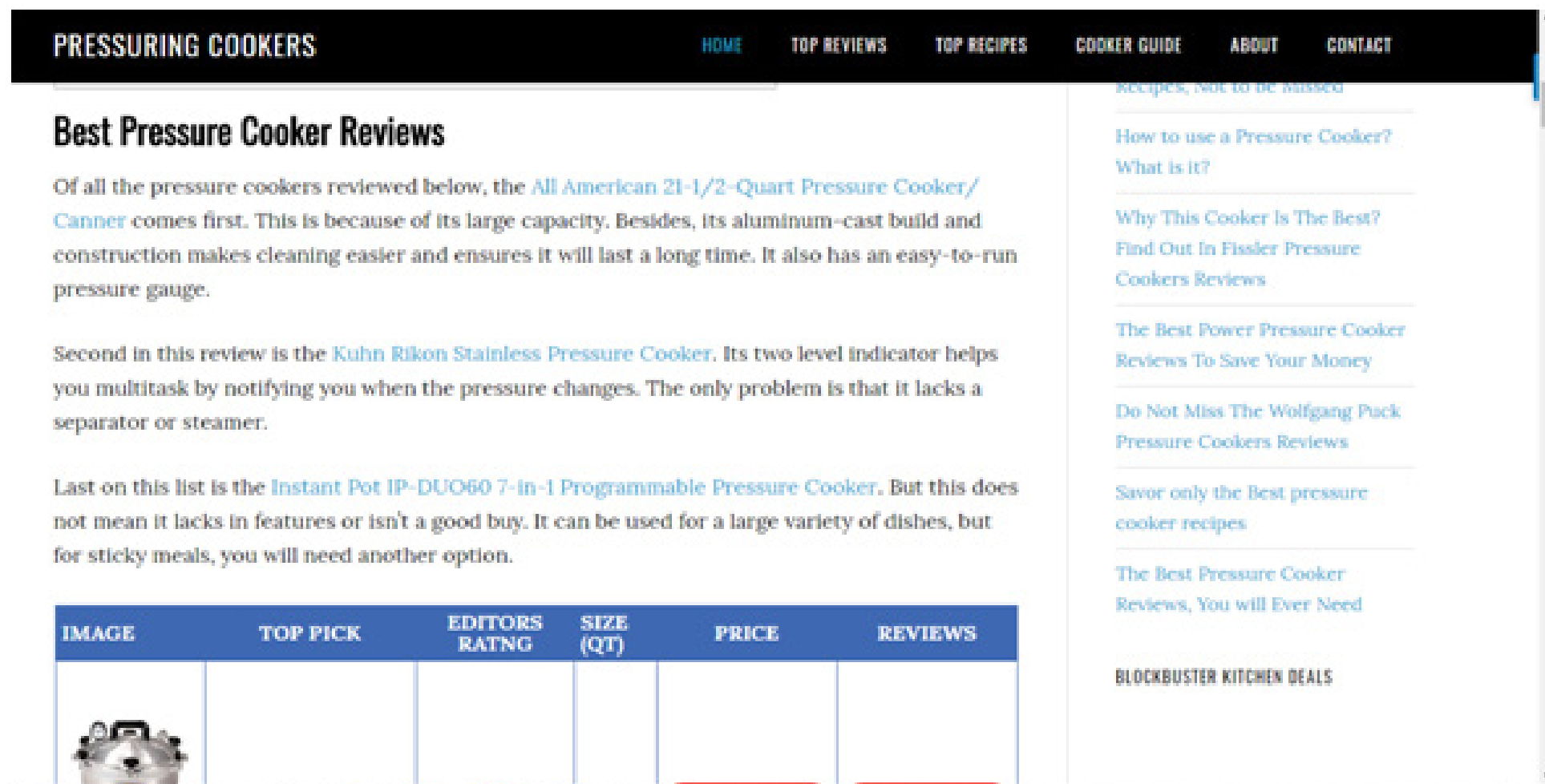
We see very high DA values for the majority of the sites, with just one site under 25 (DA9) and a couple of sites with DA around 30.

This is usually an indicator of high competition, but let's have a look at the actual sites and see how big they are and how many affiliate sites are in the top 10

#1 is indeed an affiliate site. Once you've seen a few, they're really easy to spot.



#2 is not only an AMZ affiliate site, but one of the biggest ones. The Sweethome. They are a massive authority in the market. We'll go and have a look at the low DA site to finish this check



Yes, #8 the low DA site is also an Amazon affiliate site.

In fact, after a quick check, we discover that 8 out of 10 sites are amazon affiliate sites, and the other 2 are huge publications.



This tells us **two things**.

**First**, the most obvious one, is that **amazon affiliate sites can indeed rank in google's first page**, get a lot of traffic for a super-juicy keyword as best pressure cooker **and make great money with amazon**.

**Second** and a bad one, is that **this niche is already too competitive** so in this case we would move to step 3

## Step 3: Rinse and Repeat

In this case, we would go back and repeat steps 1 and 2 as many times as we need until we find **a niche that marks all 10 boxes of our Profitable Niche Checklist**.

I'd like to repeat again that **this is the most crucial step**.

This is the foundation on which top we'll build everything else, **so getting keyword and niche research right is key for success**.

Remember, **3 out of 10** don't make any money with their sites, and the reason is almost always **poor niche research**.

And those who make very good money, have usually done **very good niche research**.

If you want to have an even deeper understanding of niche research, check my [Amazon Video Course](#) in which I'll teach you this crucial aspect in a much more detailed way, and everything else you need to know to build your first successful amazon affiliate site (such as which domain to pick, how to write your content and how to do SEO to rank in Google and get traffic) **for just \$7**.

Exactly, for the price of a *Double Frappumokkaccino* with *extra frappu* and *extra ccino* at the coffee shop, **I'll teach you all of it**.

**So make sure to get my [Amazon Video Course](#) here before I get back to my senses and bring its price back to normal (\$47)**